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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Cal Poly Hosts Speaker on National, International Produce Market April 29

SAN LUIS OBISPO - One of Wal-Mart's national managers will speak at Cal Poly April 29 about Wal-Mart's buying models vs. traditional buying models, category growth, vendor management, trends in the produce industry, and the international and domestic produce market.

Steve Tursi, a national category manager with Arkansas-based Wal-Mart, will talk about the effect that Wal-Mart is having on the domestic and international retail industry, with emphasis on fresh-market produce.

The event runs 6-9 p.m. in Room 213 in the Business Building on California Boulevard. next to Mustang Stadium at Cal Poly.

The public is invited and the event is free. It is sponsored by Cal Poly's Agribusiness Department as part of its spring lecture series.

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